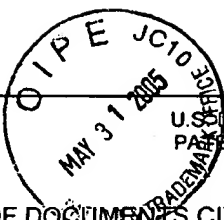


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LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT <b>VENKATRAMAN</b>			
				FILING DATE <b>12/20/00</b>		GROUP <b>3693</b>	
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<b>FOREIGN PATENT DOCUMENTS</b>							
		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION
							YES    NO
gnd	BA	WO 00/70556	11/23/00	Ren et al.			
gnd	BB	WO 97/46950	12/11/97	Karaev et al.			
gnd	BC	WO 00/70519	11/23/00	Falic et al.			
<b>OTHER DOCUMENTS</b> <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>							
gnd	CA	"Supplementary European Search Report", Application Number 02719197.2-2221 dated February 2, 2007.					
gnd	CB	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only)					
gnd	CC	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56					
EXAMINER <i>[Signature]</i>				DATE CONSIDERED <b>6/10/07</b>			
<p><small>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</small></p>							

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PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
DEM1P005SERIAL NO.  
09/741,959LIST OF DOCUMENTS CITED BY APPLICANT  
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

VENKATRAMAN

FILING DATE  
12/20/00GROUP  
3624

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

## FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>AS</i>	AA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.
<i>AS</i>	AB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.
<i>AS</i>	AC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.

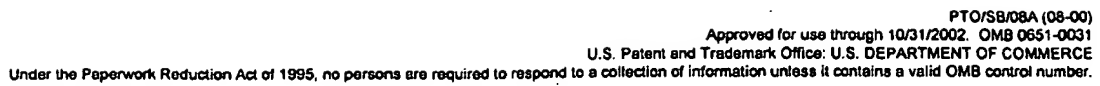
EXAMINER


*Asad*

DATE CONSIDERED

6/10/07

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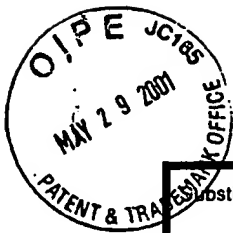


Examiner Signature		Date Considered	8/10/02
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<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST .3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	09741959
				Filing Date	12/20/001
				First Named Inventor	KRISHNA VENKATRAMAN
				Group Art Unit	
Examiner Name					
Sheet	2	of	2	Attorney Docket Number	DEM1P005

OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
gml	BA	ROSSI, DELURGIO, & KANTOR; "MAKING SENSE OF SCANNER DATA;" HARVARD BUSINESS REVIEW, REPRINT F00205		
	BB	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," JOURNAL OF MARKETING RESEARCH, MAY 1992, PP. 201-215, VOL. XXIX		
	BC	SMITH, MATHUR, & KOHN; "BAYESIAN SEMIPARAMETRIC REGRESSION: AN EXPOSITION AND APPLICATION TO PRINT ADVERTISING;" JANUARY 3, 1997; AUSTRALIAN GRADUATE SCHOOL OF MANAGEMENT, UNIVERSITY OF NEW SOUTH WALES, SYDNET 2052, AUSTRALIA		
	BD	BLATTBERG AND DEIGHTON, "MANAGE MARKETING BY THE CUSTOMER EQUITY;" HARVARD BUSINESS REVIEW, JULY-AUGUST 1996, PP. 136-144		
	BE	CHRISTEN, GUPTA, PORTER, STAELIN, & WITTINK; "USING MARKET-LEVEL DATA TO UNDERSTAND THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES;" DECEMBER 22, 1995		
	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?;" JOURNAL OF ADVERTISING RESEARCH, SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ARF		
	BG	RUSSELL & KAMAKURA, "UNDERSTANDING BRAND COMPETITION USING MICRO AND MACRO SCANNER DATA," JOURNAL OF MARKETING RESEARCH, VOL. XXXI (MAY 1994), PP. 289-303		
	BH	JONES, "THE DOUBLE JEOPARDY OF SALES PROMOTIONS," HARVARD BUSINESS REVIEW, SEPTEMBER-OCTOBER 1999, PP. 145-152		
	BI	BUZZELL, QUELCH, & SALMON; "THE COSTLY BARGAIN OF TRADE PROMOTION;" HARVARD BUSINESS REVIEW, REPRINT 90201, MARCH-APRIL 1990, PP. 1-9		
	BJ	CURRY, DIVAKAR, MATHUR, & WHITEMAN; "BVAR AS A CATEGORY MANAGEMENT TOOL: AN ILLUSTRATION AND COMPARISON WITH ALTERNATIVE TECHNIQUES;" JOURNAL OF FORECASTING, VOL. 14, ISS NO. 3 (1995), PP. 181-199		

Examiner Signature		Date Considered	6/10/07
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